



Your Access to a \$700 Billion Market Opportunity



We Are Opening the Door to one of the Fastest Growing Markets in the World

JOIN US ON A BUSINESS DEVELOPMENT MISSION TO SAUDI ARABIA

MARCH 16-21, 2007

The Saudi economy is booming! Saudi Arabia is the top trading and investment partner for U.S. companies doing business in the Middle East. The U.S. is the Kingdom's largest trading partner. The U.S. is also the number one investor in Saudi Arabia. Total bilateral trade with the U.S. in 2006 is estimated at almost \$40 billion. As America's 17th largest export market, Saudi Arabia provides excellent growth opportunities for U.S. companies in a number of diverse industries.

U.S. companies have the opportunity to make or increase sales and generate new revenues in this booming market by joining the U.S.-Saudi Arabian Business Council (USSABC) and the U.S. Department of Commerce Assistant Secretary and USFCS Director General Israel Hernandez as we lead a delegation of U.S. businesses on the Business Development Mission to Saudi Arabia.

Date: March 16-21, 2007

Cities to be visited: Riyadh, Jeddah and Dammam

Targeted Sectors: Multi-sector mission

Participation Fee: \$1,000

The Opportunity: Increase Revenues and Market Share

The USSABC, in collaboration with the U.S. Department of Commerce, is organizing this business development mission to Saudi Arabia in order to provide U.S. companies with an opportunity to experience first-hand the substantial opportunities that exist within the Saudi market. While many U.S. companies have been successful in Saudi Arabia, increasingly new companies entering the region need assistance navigating the Saudi market in order to capitalize on the great opportunities that exist.

The Mission will assist U.S. participants initiate or expand their market presence in Saudi Arabia's leading industry sectors by making business-to-business meetings, providing market access information, and providing access to key officials at relevant ministries within the Saudi government.

The Mission aims to:

- Assist U.S. companies to enter the Saudi market;
- Assist U.S. companies already operating in Saudi Arabia strengthen their market share;
- Facilitate meetings with local Saudi companies in your specific industry sector, one-on-one meetings with prospective customers, agents and joint venture partners;
- Address obstacles to trade with Saudi Arabia, including transparency, intellectual property rights protection, and rule of law;
- Provide networking opportunities, and information on Doing Business In Saudi Arabia.

Who Should Participate

U.S. Companies that have demonstrated international trade and investment experience as well as U.S. companies that are already operating in Saudi Arabia. Small-medium size businesses (SME) are also encouraged to participate.

Price

The participation fee for all three cities will be \$1,000 per firm, which includes one representative. The fee for each additional firm representative is \$300.

The option to participate in the Mission is also being offered to U.S.-based firms in Saudi Arabia or the region; the same fee structure applies.

Expenses for travel, lodging, and incidentals will be the responsibility of each mission participant.

Application Process

Don't miss this tremendous business opportunity. [Click here for application.](#)

The application deadline is February 21, 2007.

Completed applications should be submitted to the U.S.-Saudi Arabian Business Council, 1401 New York Avenue, NW, Suite 720, Washington, DC 20005. Applications received after February 21, 2007 will be considered only if space and scheduling constraints permit.

Questions?

Contact: For further information, please contact Ms. Nabila Romdhane, U.S.-Saudi Arabian Business Council at 202-638-1212